

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 1. (Cancelled)

1 2. (Cancelled)

1 3. (Currently amended) A display device comprising:

2 (a) an electrical power supply;

3 (b) an illumination assembly including a light source and a switch electrically

4 interposed between the light source and the electrical power supply; and

5 (c) a translucent mounting film for mounting the illumination assembly and

6 mounting film to a smooth substrate. The display device in accordance with claim

7 1, wherein said mounting film has having a first major surface and a second,

8 opposite major surface, wherein the illumination assembly and the power supply

9 are mounted to one of said major surfaces and are disposed on only one side of

10 the mounting film, and the mounting film is a static cling film for mounting to the

11 substrate with static attraction.

1 4. (Original) The display device in accordance with claim 3, wherein the mounting film

2 has at least one indicium on at least one of the major surfaces thereof.

1 5. **(Original)** The display device in accordance with claim 4, wherein the illumination
2 assembly is attached to the first major surface of the mounting film and said at least one
3 indicium is on the second, opposite major surface of the mounting film.

1 6. **(Original)** The display device in accordance with claim 4, wherein the illumination
2 assembly is attached to the first major surface of the mounting film and said at least one
3 indicium is also on the first major surface of the mounting film.

1 7. **(Original)** The display device in accordance with claim 6, wherein the mounting film
2 is a substantially planar sheet with peripheral edges that extend beyond the illumination
3 assembly.

1 8. **(Withdrawn)** The display device in accordance with claim 4, wherein at least one of
2 the elements of the illumination assembly is enclosed within the mounting film.

1 9. **(Original)** The display device in accordance with claim 4, wherein the mounting film
2 is attached to the illumination assembly by static attraction.

1 10. **(Original)** The display device in accordance with claim 4, further comprising an
2 adhesive interposed between the mounting film and the illumination assembly for
3 attaching the illumination assembly to the mounting film.

1 11. **(Original)** The display device in accordance with claim 4, wherein said at least one
2 indicium is selected from the group of alphanumeric characters, photographs, symbols
3 and trademarks.

1 12. **(Withdrawn)** The display device in accordance with claim 4, wherein said at least
2 one indicium is printed on at least one decorative film attached to said mounting film.

1 13. **(Withdrawn)** The display device in accordance with claim 12, wherein said at least
2 one decorative film is attached to said mounting film by an adhesive layer interposed
3 between the mounting film and the decorative film.

1 14. **(Original)** The display device in accordance with claim 4, wherein said at least one
2 indicium is printed onto the mounting film.

1 15. **(Cancelled)**

1 16. **(Currently Amended)** The display device in accordance with claim ~~4~~14, wherein
2 the mounting film is transparent.

1 17. **(Currently Amended)** The display device in accordance with claim ~~4~~14, wherein
2 the mounting film is colored.

1 18. **(Currently Amended)** The display device in accordance with claim ~~4~~14, wherein
2 said at least one indicium is opaque.

1 19. **(Original)** The display device in accordance with claim 4, wherein the power supply
2 is a battery.

1 20. **(Original)** The display device in accordance with claim 19, wherein the battery is
2 mounted to the mounting film.

1 21. **(Withdrawn)** The display device in accordance with claim 19, wherein the battery is
2 enclosed by the mounting film.

1 22. **(Original)** The display device in accordance with claim 4, where in the power supply
2 is a photoelectric transducer.

1 23. **(Original)** The display device in accordance with claim 4, where in the power supply
2 is alternating current.

1 24. **(Original)** The display device in accordance with claim 4, where in the switch is
2 manually actuatable.

1 25. **(Original)** The display device in accordance with claim 4, where in the switch is
2 automatically actuatable.

1 26. **(Original)** The display device in accordance with claim 25, where in the switch is
2 photo sensing.

1 27. **(Original)** The display device in accordance with claim 25, where in the switch is
2 motion sensing.

1 28. **(Original)** The display device in accordance with claim 25, where in the switch is
2 chronologically programmable.

1 29. **(Original)** The display device in accordance with claim 4, wherein the light source
2 further comprises at least one LED.

1 30. (Original) The display device in accordance with claim 29, wherein said at least one
2 LED further comprises a plurality of LEDs.

1 31. (Original) The display device in accordance with claim 30, wherein the LEDs are
2 positioned to correspond to at least one indicium on said mounting assembly.

1 32. (Currently amended) A display device comprising:
2 (a) an illumination assembly having an electrical circuit including a battery, a
3 light source and a switch electrically interposed between the light source and the
4 battery; and
5 (b) a translucent mounting film attached to the illumination assembly, the
6 mounting film having a first major surface and a second, opposite major surface
7 with at least one indicium, wherein the mounting film is a static cling film for
8 mounting the illumination assembly and mounting film to a substrate with static
9 attraction, and wherein the illumination assembly is disposed on only one side of
10 the mounting film.

1 33. (Original) The display device in accordance with claim 32, wherein the light source
2 further comprises at least one LED.

1 34. (Original) The display device in accordance with claim 32, where in the switch is
2 manually actuatable.

1 35. (Original) The display device in accordance with claim 32, wherein the electrical
2 circuit including the battery, the light source and the switch is enclosed within a housing
3 that is attached to the mounting film.

1 36. (Currently amended) A display device in combination with a substrate, the
2 combination comprising:

3 (a) an illumination assembly having an electrical circuit including a battery, a
4 light source and a switch electrically interposed between the light source and the
5 battery; and

6 (b) a translucent mounting film attached to the illumination assembly, the
7 mounting film having a first major surface and a second, opposite major surface
8 with at least one indicium, wherein the mounting film is a static cling film
9 mounting the illumination assembly and mounting film to the substrate with static
10 attraction and wherein the illumination assembly is disposed on only one side of
11 the mounting film.

1 37. (Original) The display device in accordance with claim 36, wherein the light source
2 further comprises at least one LED.

1 38. **(Original)** The display device in accordance with claim 36, where in the switch is
2 manually actuable.

1 39. **(Original)** The display device in accordance with claim 36, wherein the electrical
2 circuit including the battery, the light source and the switch is enclosed within a housing
3 that is attached to the mounting film.

1 40. **(Original)** The display device in accordance with claim 36, wherein the substrate is a
2 window.

1 41. **(Original)** The display device in accordance with claim 40, wherein the window is
2 vertically oriented.

1 42. **(Original)** The display device in accordance with claim 40, wherein the window is
2 angled relative to horizontal.

1 43. **(Original)** The display device in accordance with claim 36, wherein the substrate is a
2 wall.

1 44. (Original) The display device in accordance with claim 36, wherein the substrate is a
2 mirror.

1 45. (Currently amended) A method for displaying at least one indicium, comprising:
2 (a) constructing an illumination assembly having an electrical circuit including a
3 battery, a light source and a switch electrically interposed between the light
4 source and the battery;
5 (b) attaching a translucent static cling mounting film to the illumination assembly,
6 the mounting film having a first major surface and a second, opposite major
7 surface, thereby mounting the illumination assembly on only one side of the
8 mounting film;
9 (c) placing at least one indicium on one of said major surfaces of the mounting
10 film;
11 (d) seating one of said major surfaces of the mounting film against a substrate;
12 (e) adhering the mounting film to the substrate with static attraction between the
13 mounting film and the substrate; and
14 (f) manually actuating the switch.

1 46. (New) A display device in combination with a smooth, transparent substrate, the
2 combination comprising:

3 (a) an illumination assembly having an electrical circuit including a battery, a
4 light source and a switch electrically interposed between the light source and the
5 battery; and
6 (b) a translucent, static cling mounting film attached to the illumination assembly,
7 wherein the illumination assembly is disposed on only one side of the mounting
8 film, and the illumination assembly and the mounting film are mounted to the
9 substrate with static attraction, the mounting film having a first major surface and
10 a second, opposite major surface, one of said major surfaces having at least one
11 indicium thereon that is visible when light passes through the translucent
12 mounting film and the substrate.

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